

# Membership Call Center TWIW

## The Way It Works

Date: December 22, 2020 – Effective: January 1, 2021

To: Membership Department

From: Vice President of Membership Development

In an effort to provide high quality service and maximize appointment booking throughout the Network, we are excited to announce the launch of our Membership Call Center. **Effective January 1, 2021**, Membership Managers and Lead Coordinators will now be responsible for answering and booking ALL Membership Telephone Inquiries throughout the network.

- The Membership Call Center Team will receive all inbound calls and will be responsible for booking tours and appointment at all clubs in the Network.
- The Membership Call Center Team will be responsible for loading all Telephone inquiry information into our CRM (first name, last name, phone number, and proper notes on points of interest and goals).
- The Membership Call Center Team is always expected to answer the phone when available.
- Energy and Enthusiasm are mandatory for all inbound calls.
- Membership Call Center Team must follow inbound call script and attempt to book an appointment with every call.

### Program Notes:

- Phone number for telephone inquiries will remain the same.
- Customers will follow all the normal prompts and select membership.
- Once customer has selected membership, they will be directed to the Membership Call Center group.
- All active Membership Call Center phones will ring simultaneously 6 times before it goes to a voicemail.
- Voicemails will be distributed back to club of interest and must be contacted ASAP.